Drying red chilli under the sun provides one of the few sources of employment for women in an area of Bangladesh.

Fix food metrics

For sustainable, equitable nutrition we must count the true global costs and benefits of food production, urge Pavan Sukhdev, Peter May and Alexander Müller.
1. INTRODUCTION – Defining a theory of change in respect to TEEBAgriFood .......... 2
2. WHERE ARE WE NOW? Current business, policy and societal response to knowledge of externalities ................................................................. 4
   2.1. Information and denial ..................................................................... 4
   2.2. Lock-ins and path dependencies ......................................................... 6
   2.3. Counterfactual arguments .................................................................. 7
   2.4. Approaches proven successful to bring about change in agrifood chains ……… 11
3. TRANSFORMATIONAL CHANGE IN AGRIFOOD SYSTEM GOVERNANCE ............ 20
   3.1. Ideas, knowledge and narratives .......................................................... 22
   3.2. Redirecting structural power and financial resources .............................. 24
   3.3. Adaptation and learning .................................................................... 26
   3.4. Evolutionary economics and human behaviour ...................................... 27
4. WHERE ARE WE GOING AND HOW DO WE GET THERE FROM HERE? .......... 31
   4.1. Instruments to change/respond through Multilateral Agreements ............. 31
   4.2. Instruments to change Government/ODA policy ..................................... 34
   4.3. Instruments to make Investors sensitive to key indicators ......................... 40
   4.4. Instruments for Sustainable Agrifood Business Practice .......................... 41
   4.5. Instruments to change Farmers’ practices .............................................. 44
   4.6. Tools to change Consumer behaviour ................................................... 47
   4.7. Instruments to change the role of the Health sector ................................ 48
5. ACTOR-RELEVANT COMMUNICATION AND DISSEMINATION STRATEGIES ...... 49
REFERENCES ............................................................................................. 52
The diagram illustrates the Theory of change functional domain. It focuses on sustainable food systems and includes the TEEBAgriFood functional domain. The diagram highlights the following elements:

- **Sustainable Food Systems**
- **Enabling Institutions**
- **Strengthened alliances and networks**
- **Political economic conditions**

The TEEBAgriFood functional domain includes:

- Better informed decision makers
- Increased public pressures
- Data
- Evaluation Framework
- Civil society/NGOs

The arrows indicate the flow and relationships between these elements.
2. WHERE ARE WE NOW?
Current business, policy and societal response to knowledge of externalities

- 2.1. Information and denial
- 2.2. Lock-ins and path dependencies
- 2.3. Counterfactual arguments
  - Fatalism and denial – what counts as narrative?
  - Intrinsic rather than instrumental value
  - Industry will promote change to remain competitive
  - People want cheap food; niche markets will resolve
- 2.4. Approaches proven successful to bring about change in agrifood chains
  - Multi-stakeholder roundtables and campaigns
  - Certification
  - Role of positive experiences in promoting change – organics and food movement
  - Replication of TEEB Syntheiss Report recommendation that led to NatCap protocol and pilots
- Cost of policy inaction – what happens if we don’t do anything?
3. TRANSFORMATIONAL CHANGE IN AGRIFOOD SYSTEM GOVERNANCE

3.1. Ideas, knowledge and narratives
3.2. Redirecting structural power and financial resources
3.3. Adaptation and learning
3.4. Evolutionary economics and human behaviour

Stability rather than productivity in food system as a goal

Rationality and Market Failure

People respond rationally to price signals, therefore the policy solution is to determine the true value of ecosystem services, and convey them to the market to ensure that the optimal amount will be provided.

Preferences

Price signals

Market goods and services

Behavioral Assumptions
More is always preferred to less
Choices are rational and consistent
Preferences are stable
Consumers are self-regarding, not social
4. WHERE ARE WE GOING AND HOW DO WE GET THERE FROM HERE?

- 4.1. Change/response through **Multilateral Agreements**
- 4.2. Instruments to change **Government/ODA** policy
- 4.3. Instruments to make **Investors** sensitive to key indicators
- 4.4. Instruments for sustainable agrifood **Business** practice
- 4.5. Instruments to change **Farmers’** practices
- 4.6. Tools to change **Consumer** behaviour
- 4.7. Tools to change **Human Rights** policies
- 4.7. Instruments to change the role of **Health Assessment**
Roles of Actors, Drivers and Allies - cases closer to TEEB
- prioritizing actors as point of entry
- how targeting actors in communication strategy
5. ACTOR-RELEVANT COMMUNICATION AND DISSEMINATION STRATEGIES

- Strategic framing
- Identifying users and targets
- Strategic outreach
- Monitor and response
Thanks for your interest!

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